**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1.    (currently amended) A method for generating ~~Bursting~~ Burst-messages on ~~the window of~~ a Web-terminal while a user browses a Web-site from said Web-terminal, <u>said method</u> comprising ~~the steps of~~:

a)    ~~Providing indication related to the connection of said user to said Web-site;~~
        <u>conveying to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages</u>;

b)    determining an identification of said user~~, and sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content and at least one of script and executable file for generating said Burst-message on said Web-terminal~~<u>;</u>
        <u>and</u>

c)    ~~Generating a Burst-message on said Web-terminal using said data~~ <u>sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content code for executing the Burst message on said Web terminal</u>.


2.    (currently amended) A method according to claim 1, further comprising ~~providing to said user, interaction means in~~ <u>including as part of</u> said Burst-message, <u>code for allowing the user to interact with the</u> ~~interaction~~

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~~of said user with at least one of said~~ Burst-message
~~and said Web-site~~.

3.  (currently amended) A method according to claim 1 or 2,
    wherein said Burst-message is generated by ~~dynamically~~
    ~~writing at least one of JavaScript and VBS-script~~
    executing said code.

4.  (currently amended) A method according to claim 1 or 2,
    ~~wherein~~ including sending the data required for
    generating a Burst-message ~~is sent~~ to said Web-terminal
    ~~in the~~ during time periods when no other data is
    downloaded into said Web-terminal from said Web-site.

5.  (currently amended) A method according to claim 1 ,
    further comprising storing said sent data in said Web-
    terminal prior to the ~~display~~ rendering of said Burst-
    message.

6.  (currently amended) A method according to claim 2,
    wherein said Burst-message provides ~~link(s)~~ respective
    links to one or more Web-site(s).

7.  (currently amended) A method according to claim 1 ~~or 2~~,
    ~~wherein said indication is provided by executing~~
    including sending the data required for generating a
    Burst-message to said Web-terminal in response to
    execution of a software component embedded in ~~Web-~~
    ~~page(s)~~ a Web-page of said Web-site, browsed by said
    user.

8.  (currently amended) A method according to claim 1 or 2,
    wherein said identification is carried out by using the
    IP address of said ~~user~~ Web-terminal.

9.   (currently amended) A method according to claim 1 or 2,
     wherein the data required for generating a Burst-
     message is ~~a software component(s)~~ any one of: code,
     multimedia data and textual data.

10.  (currently amended) A method according to claim 9,
     wherein said Burst-message is generated on said Web-
     terminal by at least one of: executing said software
     ~~component(s)~~ component and ~~displaying~~ rendering one or
     more components of said multimedia data.

11.  (canceled)

12.  (canceled)

13.  (canceled)

14.  (original) A method according to claim 1 or 2, wherein
     said Burst-message is interactive or passive.

15.  (original) A method according to claim 1 or 2, wherein
     said Burst-message is terminated as a result of a
     predefined event.

16.  (original) A method according to claim 1 or 2, wherein
     said Burst-message is terminated as a result of an
     input from said user.

17.  (original) A method according to claim 1 or 2, wherein
     said Burst-message comprises entertainment components.

18.  (original) A method according to claim 1 or 2, wherein
     said Burst-message comprises advertising components.

19.  (original) A method according to claim 1 or 2, wherein said Burst-message comprises chat components.

20.  (currently amended) A system for generating ~~Bursting~~ Burst-messages, comprising:

~~A~~ a web-terminal ;

~~A~~ a Web-server for storing files ~~and software components~~ required for the operation of a Web-site, for ~~indicating the presence of~~ identifying a ~~user~~ Web-terminal browsing said Web-site ~~from said Web-terminal and for identifying said user~~ by an IP address of said web-terminal;

~~A~~ a Burst-server for storing a software component and Burst-messages data and being responsive to a request from or on behalf of the Web-terminal for sending ,~~wherein upon request, said Burst server sends~~ said software component and Burst-messages data including content and ~~at least one of script and executable file~~ code to the Web-terminal for generation of said Burst-messages on said Web-terminal.

21.  (original) A system according to claim 20, wherein said Web-terminal is a computer.

22.  (original) A system according to claim 20, wherein said Web-terminal is a set-top box.

23.  (original) A system according to claim 20, wherein said Web-terminal is a device able to execute DHTML pages.

24.  (New) The method according to claim 1, wherein the software component sent to the Web-terminal is adapted to execute more than one Burst-message.

25. (New) The method according to claim 4 wherein said time periods are derived by executing a software component embedded in a Web-page of the Web-site browsed by said user.

26. (New) A method for generating Burst-messages on a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising:

   a) downloading to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages; and

   b) downloading data required for generating a Burst-message on said Web-terminal, said data including content and code for executing the Burst message on said Web terminal.

27. (New) The method according to claim 26, further comprising interacting with the Burst-message using code included as part of said Burst-message code.

28. (New) The method according to claim 26, wherein said Burst-message code includes at least one of JavaScript and VBS script.

29. (New) The method according to claim 26, including downloading the data required for generating a Burst-message to said Web-terminal during time periods when no other data is downloaded into said Web-terminal from said Web-site.

30. (New) The method according to claim 29 wherein said time periods are derived by executing a software component embedded in a Web-page of the Web-site browsed by said user.

31.  (New) A method according to claim 26, further comprising storing said sent data in said Web-terminal prior to rendering of said Burst-message.

32.  (New) A method according to claim 27, wherein said Burst-message provides respective links to one or more Web-site(s).

33.  (New) A method according to claim 29, wherein downloading the data required for generating a Burst-message to said Web-terminal includes executing a software component embedded in a Web-page of the Web-site browsed by said user.

34.  (New) The method according to claim 26, wherein the information identifying the Web-terminal includes the IP address of the Web-terminal.

35.  (New) The method according to claim 26, wherein the data required for generating a Burst-message is any one of: code, multimedia data and textual data.

36.  (New) A method according to claim 35, wherein said Burst-message is generated on said Web-terminal by at least one of: executing said software component and rendering one or more components of said multimedia data.

37.  (New) The method according to claim 26, wherein said Web-terminal is a computer.

38.  (New) The method according to claim 26, wherein said Web-terminal is a set-top box.

39.    (New) The method according to claim 26, wherein said
       Web-terminal is a device able to execute a DHTML page.

40.    (New) The method according to claim 26, wherein said
       Burst-message is interactive or passive.

41.    (New) The method according to claim 26, including
       terminating the Burst-message in response to a
       predefined event.

42.    (New) The method according to claim 26, including
       terminating the Burst-message in response to an input
       from said user.

43.    (New) The method according to claim 26, wherein said
       Burst-message comprises entertainment components.

44.    (New) The method according to claim 26, wherein said
       Burst-message comprises advertising components.

45.    (New) The method according to claim 26, wherein said
       Burst-message comprises chat components.

46.    (New) The method according to claim 26, wherein the
       software component sent to the Web-terminal is adapted
       to execute more than one Burst-message.

47.    (New) A program storage device readable by machine,
       tangibly embodying a program of instructions executable
       by the machine to perform a method for generating
       Burst-messages on a Web-terminal while a user browses a
       Web-site from said Web-terminal, said method
       comprising:

    a) conveying to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages;

    b) determining an identification of said user; and

    c) sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user, said data including content and code for executing the Burst message on said Web terminal.

**48.** (New) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for generating Burst-messages on a Web-terminal while a user browses a Web-site from said Web-terminal, said method comprising:

    a) downloading to the Web-terminal a web page in conjunction with a software component for enabling Burst-messages; and

    b) downloading data required for generating a Burst-message on said Web-terminal, said data including content and code for executing the Burst message on said Web terminal.